

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated September 30, 2009 has been received and its contents carefully reviewed.

By this amendment, claim 19 is hereby amended. And, claim 23 is cancelled without prejudice or disclaimer. Claim 19 is pending in the application for examination.

In the Office Action, claims 19 and 23 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* (US 5,677,741) in view of *D'Souza et al.* (US 7,046, 255) and further in view of *McKinnon et al.* (US 6,227,668).

The rejection of claim 19 under 35 U.S.C. § 103(a) as being unpatentable over *Yui* (US 5,677,741) in view of *D'Souza et al.* and further in view of *McKinnon et al.* is respectfully traversed and consideration is requested.

Independent claim 19 is allowable in that claim 19 recites a combination of elements including, for example, “detecting a reference gray scale level of a B color to begin reducing a color reproducibility in the LCD device by measuring the B color displayed on a liquid crystal panel of the LCD device while the gray scale level of the B color is increased; and storing a gray scale value of a gray scale level of the B color being present right before the reference gray scale level in a lookup table from the reference gray scale level to a maximum gray scale level;” and “compensating the received image information by analyzing a gray scale level of the B color in the received image information, and replacing a gray scale value of the gray scale level of the B color in the received image information with the gray scale value of a gray scale level being present right before the reference gray scale level retrieved from the lookup table in response to a

determination that the gray scale level of the B color in the received image information is greater than the reference gray scale level, wherein the compensating includes mixing gray scale values of at least two of red, green, and blue colors.” The cited references do not teach or suggest at least these features of the claimed invention.

For at least the above reason, *Yui* (US 5,677,741) in view of *D’Souza et al.* and further in view of *McKinnon et al.* fail to describe or suggest each and every feature recited in independent claim 19, as amended. Accordingly, Applicant respectfully requests that the 35 U.S.C. 103(a) rejections of independent claim 19, as amended, be withdrawn.

Applicants believe the foregoing amendments and remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911.

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Amdt. dated March 1, 2010
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Please credit any overpayment to deposit Account No. 50-0911.

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Respectfully submitted,

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